Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. – 25. (Cancelled)

26. (Previously Presented) A display device comprising:

a substrate layer comprising substantially transparent material;

a pinhole mask comprising an array of pinholes, wherein each pinhole of the array of pinholes is associated with a pixel of the display device; and

an array of electrically controllable lenses positioned between the substrate layer and the pinhole mask to control the divergence of light received through the substrate and the lenses towards the pinhole mask, wherein the light is focused into a pinhole by a lens of the array of electrically controllable lenses to illuminate the associated pixel and is transmitted unfocused by the lens to darken the associated pixel.

27. (Previously Presented) The display device of claim 26, wherein the lens comprises an electrically deformable viscoelastic gel material.

28. (Previously Presented) The display device of claim 26, wherein the lens comprises a liquid crystal based switchable lens.

29. (Previously Presented) The display device of claim 26, wherein a brightness of the associated pixel is controlled using a focus value of the lens.

30. (Previously Presented) The display device of claim 26, wherein a brightness of the associated pixel is controlled through adjustment of an on-off duty cycle of the lens.

31. (Previously Presented) The display device of claim 26, wherein the pinhole comprises a reflective mirror configured to reflect light back in the direction of lens.

32. (Previously Presented) The display device of claim 26, wherein the light directed through the pinhole passes through a phosphor material.

33. (Previously Presented) A method of operating a display device, the method comprising:

receiving light in a display device at an array of electrically controllable lenses;

determining whether to illuminate a pixel of the display device; and

if it is determined to illuminate the pixel, controlling a lens of the array of electrically controllable lenses to focus the received light into a pinhole of an array of pinholes.

34. (Previously Presented) The method of claim 33, further comprising if it is determined not to illuminate the pixel, allowing the received light to pass through the lens unfocused wherein the unfocused light is substantially blocked by a pinhole mask including the array of pinholes.

35. (Previously Presented) The method of claim 33, further comprising controlling a brightness of the pixel using a focus value of the lens.

36. (Previously Presented) The method of claim 33, further comprising controlling a brightness of the pixel by adjusting an on-off duty cycle of the lens.

37. (Previously Presented) The method of claim 33, wherein the lens comprises an electrically deformable viscoelastic gel material.

38. (Previously Presented) The method of claim 33, wherein the lens comprises a liquid crystal based switchable lens.

39. (Previously Presented) The method of claim 33, further comprising reflecting the received light back in the direction of lens using a reflective mirror positioned in the pinhole.

40. (Previously Presented) The method of claim 33, further comprising passing the light focused into the pinhole through a phosphor material.